R.J. REYNOLDS

Tobacco Company

DAVID W. KEENEY
Key Account Manager

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VoiceMail 1-800-757-8255
Ext. 71572

February 20, 1997

To: All Personnel with Big V Shoprite
(Chain ID #1157-00-00)

Subject: **1997 Merchandising**

As of this date, a merchandising agreement has not been reached between RJR and Big V for 1997. Big V has signed a Level 2 Agreement with PM and they have begun the removal of our package fixtures.

Due to their low industry and RJR volumes, Big V does not qualify for a traditional carton contract. I have presented them with Retail Assist, and this is pending their approval of some sort of display arrangement for RJR packs.

In the meantime, the following carton fixture POG is in effect for all locations with an RJR merchandiser. If you encounter any situations where this is not the case, please advise me via voicemail.

I will keep you advised of future developments.

Thank you.

Sincerely,
Dave
D.W. Keeney/KAM

DWK/jb
Attachment

Sales		Retail
1221	1222	20,24
1222	1223	
1223	1226	
1224	1229	
1225	ROM	
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/jhby0000

PHILIP MORRIS USA
1/97

BIG V SHOPRITES - CARTON FIXTURE POG #2

4 SHELF CARTON FIXTURE POG

4' RJR FIXTURE		4' RJR FIXTURE		3' RJR FIXTURE		3' RJR FIXTURE	
RJR	12	RJR	12	RJR	12	RJR	9
PM	*12*	*PM*	*12*	*PM*	*9*	RJR	9
PM	*12*	*PM*	*12*	LOR	9	BW	9
PM	*12*	*PM*	*12*	LOR	9	BW	9

MFG	ROWS	SHARE
RJR	51	30%
PM	81	48%
BW	18	11%
LOR	18	11%
TOTAL	168	100%

5 SHELF CARTON FIXTURE POG

4' RJR FIXTURE		4' RJR FIXTURE		3' RJR FIXTURE		3' RJR FIXTURE	
RJR	12	RJR	12	RJR	9	RJR	9
PM	*12*	*PM*	*12*	*PM*	*9*	RJR	9
PM	*12*	*PM*	*12*	LOR	9	RJR	9
PM	*12*	*PM*	*12*	LOR	9	BW	9
PM	*12*	*PM*	*12*	LOR	9	BW	9

MFG	ROWS	SHARE
RJR	60	29%
PM	105	50%
BW	18	9%
LOR	27	13%
TOTAL	210	100%

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Source: https://www.industrydocuments.ucsf.edu/docs/jhby0000

To: 1210 - New York ROU (ALVICHA)
From: Figueroa, David A.
Posted: 3/5/97 13:49
Opened: 3/6/97 8:06
Subject: Big V Shoprite

Please copy the following attachments to all 1222 Retail Reps with Big V Shoprite (CID# 1157-00-00). Please disregard this letter is you have already done so.

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Source: https://www.industrydocuments.ucsf.edu/docs/jhby0000